



THE CITY OF SAN DIEGO



# Creative Communities San Diego Program (CCSD) Description and Requirements for FY15

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## Interim Mayor, City Council, Commissioners and Staff

### Interim Mayor

Todd Gloria

### City Council Offices

District 1: Council President Pro Tem Sherri Lightner

District 2: Kevin Faulconer

District 3: Council President Todd Gloria

District 4: Councilmember Myrtle Cole

District 5: Councilmember Mark Kersey

District 6: Councilmember Lorie Zapf

District 7: Councilmember Scott Sherman

District 8: Councilmember David Alvarez

District 9: Councilmember Mart Emerald

### Commissioners

Robert H. Gleason, Chair

Larry Baza

Carlos Cristiani

Vernon Franck

Joanne Hayakawa

Dea Hurston

Lew Klein

Lynelle Lynch

Laurie Mitchell

Sharletta Richardson

Norma Rodriguez

Rebecca Smith

John Venekamp

Sheryl White

### Staff

Dana Springs, Interim Executive Director and Public Art Program Manager

Nigel Brookes, Arts Management Specialist

Gary Margolis, Funding Program Manager

Teresa Monillas, Contracts Coordinator

Linda Sokol, Executive Secretary

**All of the topics below are links to the place in this document where that topic is discussed.**

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## **THE COMMISSION FOR ARTS AND CULTURE**

### **Mission Statement**

The mission of the City of San Diego Commission for Arts and Culture is to vitalize the community by integrating arts and culture into community life, supporting the region's cultural assets, and showcasing San Diego as an international cultural tourism destination.

### **Purpose**

The Commission serves in an advisory capacity to the Mayor and the City Council on promoting, encouraging, and increasing support for the City of San Diego's diverse artistic and cultural assets, integrating arts and culture into community life and showcasing San Diego as an international cultural tourist destination.

The Commission also develops, administers, evaluates and/or recommends changes to public policy, legislation and advocacy strategies; facilitates partnerships; administers funding in support of nonprofit arts and culture organizations, artists, neighborhood arts programs, festivals, and artworks in public and private development; manages artworks owned and controlled by the City of San Diego; supports cultural tourism and innovative arts and culture programming; undertakes other initiatives that contribute to the quality of life, the economic vitality and the vibrancy of San Diego.

### **Funding Source**

Funding for the CCSD is derived from the Transient Occupancy Tax (TOT). The purpose of the TOT is to advance the City's economic health by promoting the City of San Diego as a visitor destination in the national and international marketplace. The TOT also supports programs that increase hotel occupancy and attract industry, resulting in the generation of TOT and other revenue; it develops, enhances and maintains visitor-related facilities, and supports the City's cultural amenities and natural attractions.

### **Authorization**

[Council Policy 100-03](#) provides a set of uniform guidelines, conditions and criteria governing the application for, and allocation of TOT funds to private nonprofit organizations for the purpose of supporting their ongoing operational expenses and/or their sponsorship of special events.

## **The Creative Communities San Diego Program (CCSD)**

The Commission believes that the most successful projects have goals with measurable objectives. When completed, your project should have achieved one or more of the goals listed below. (Projects with expenses greater than \$100,000 must achieve at least three of the goals below):

### **Statement of Purpose**

Creative Communities San Diego (CCSD) provides financial support for eligible projects implemented by eligible nonprofit organizations. CCSD projects invest in people from all parts of the City and all of San Diego's diverse communities. Model projects increase opportunities for San Diego residents and visitors to create, learn about, enjoy and participate in arts and culture, help establish San Diego as a world class

arts and culture destination, enrich the lives of the people of San Diego and build healthy, vital neighborhoods.

### **Goals of the CCSD Program**

1. The project increased participation in quality arts and culture especially among groups of people who have not traditionally been able to access arts and culture.
2. The project made quality arts and culture activities more available and accessible in City of San Diego neighborhoods.
3. The project increased opportunities for diverse populations to share their heritages and cultures.
4. The project contributed to the strengthening of communities by promoting neighborhood pride and/or facilitating cooperation among individuals, groups and businesses.
5. The project provided opportunities to increase hotel tax revenue, i.e. the city's Transient Occupancy Tax (TOT), reinvest in communities and otherwise advance San Diego's economy.
6. The project provided opportunities to improve San Diego's reputation as a desirable place to live, visit, and do business.
7. The project contributed to the strengthening of the organizational capacity of nonprofit arts and culture organizations.

### **Funding Source**

Funding for CCSD is derived from the Transient Occupancy Tax (TOT). The purpose of the TOT is to advance the city's economic health by promoting the City of San Diego as a visitor destination in the national and international marketplace. The TOT also supports programs that increase hotel occupancy and attract industry, resulting in the generation of TOT and other revenue; it develops, enhances and maintains visitor-related facilities, and supports the City's cultural amenities and natural attractions.

### **Authorization**

Council Policy 100-03 provides a set of uniform guidelines and conditions and criteria governing the application for, and allocation of TOT funds to private nonprofit organizations for the purpose of supporting their ongoing operational expenses and/or their sponsorship of special events. A copy of Council Policy 100-03 can be downloaded from the City of San Diego website at [www.sandiego.gov/arts-culture](http://www.sandiego.gov/arts-culture).

### **Eligible Projects**

Eligible projects achieve one or more of the CCSD goals and include, but are not limited to festivals, parades, out-of-school arts education, and single productions and exhibits. Eligible projects are typically a single event or a series of events united by a single theme or purpose and typically of limited duration. Applicants should be careful not to try to make general operations look like a project or to define a project too broadly. Applicants should consult with Commission staff to confirm that their proposed activity qualifies as an eligible project if they have any doubts.

### **Arts Education Projects**

Arts education projects are not required to have culminating events and their quality will be judged primarily by the quality of the instruction.

## **Regionally Significant Projects**

If a project has a budget greater than \$100,000, it is considered to be “regionally significant” and is expected to generate Transient Occupancy Taxes and other revenue. Applicants proposing “regionally significant” projects are required to respond to additional criteria.

## **FY 2015 Guidelines**

**Link to Online Application:** <https://sandiego.cgweb.org/>

All sections of the application must be submitted online. Nothing will be accepted by mail or any form of delivery other than the online application. The online application will also accept digital support media including images (jpg only), audio and video. Please follow the online instructions.

## **Versions of the Application: Long Form and Short Form**

There are two versions of the CCSD application. The CCSD Long Form is the standard form that all new applicants and many returning applicants must submit. The CCSD Short Form rewards consistently high performing contractors with an opportunity to submit an abbreviated version of the application, saving preparation and processing time and money. Short Form Applications are not reviewed by a panel. Organizations submitting Short Forms maintain the rank they earned the last time they submitted a Long Form. After three (3) consecutive years of submitting a Short Form application, a Long Form application is required.

### **Short Form Eligibility**

(Returning applicants only – All other applicants must submit a Long Form.)

1. The applicant has satisfactorily completed City contracts over a three (3) year period.
2. The applicant holds a rank of 3+ or higher.
3. The applicant presented the same project for three consecutive years, at the same site, with the same key staff.
4. The contractor has successfully met all of its current (e.g. an Exhibit A for a contract and insurance documents) and prior year obligations, including Final Report Packets.
5. Current year Contract Components by end of August
6. Prior year Final Report by end of September
7. This is not the fourth consecutive Short Form application (3-year limit before a Long Form is due again)

## **Short Form Intent to Apply Deadline: December 31, 2013**

All Short Form Applicants must submit an “Intent To Apply” which consist of completing the short form eligibility page of the application and sending an email to Gary Margolis (gmargolis@sandiego.gov) for confirmation by December 31, 2013.

## **Application Deadline (Long Form and Short Form): January 31, 2014**

Applications will be accepted through the online system only. No portion of the application will be accepted by mail or any other means unless requested by staff.

### **Late Submissions**

No new or revised application materials will be accepted after the deadline unless requested by staff.

## **Disqualifying Omissions**

Any omission of a required component of the application may be grounds for disqualifying an application.

## **Private Information**

Please remember that applications are public documents and as such are available upon request for the public to review. Please keep this in mind as you decide what kinds of information to include with your board and staff rosters.

## **Questions**

Questions should be directed to Gary Margolis

[gmargolis@sandiego.gov](mailto:gmargolis@sandiego.gov)

619-236-6788

This publication can be downloaded from the Commission's website at

[www.sandiego.gov/arts-culture](http://www.sandiego.gov/arts-culture)

## **The CCSD Cycle**

The complete CCSD cycle is a multi-step process. Each step requires its own specific tasks and responsibilities. Below is a summary of the steps of which the applicant should be aware.

## **Steps leading up to an award**

### **Technical Assistance**

Workshops and Consultations: Applicants are encouraged to take advantage of technical assistance workshops and individual consultations provided by staff. Technical assistance provides new and returning applicants with guidance in the completion of applications, particularly in understanding eligibility requirements, procedures and policies. Receiving technical assistance does not guarantee funding or predetermine ranks.

New applicants, applicants that did not receive funding the last time they applied, and applicants that will be submitting a Long Form application after submitting one or more years of Short Form applications are strongly encouraged to attend a technical assistance workshop.

### **Site Visits**

The Commission arranges, at its discretion, site visits with contractors and potential applicants. Usually conducted by Commissioners and/or staff before the application deadline, site visits provide applicants with technical assistance and an opportunity to discuss organizational challenges and opportunities with community experts.

### **Intent to Apply (Short Form Only)**

All organizations planning to submit a short form version of the application must first complete the short form eligibility page of the online application and then email Gary Margolis by December 31, 2013 to confirm their eligibility. Short Form applications from ineligible short form applicants may receive no funding.



## **Application**

Applications must be complete at the time of submission and submitted by the deadline.

## **Staff Review**

Staff reviews the applications for compliance with requirements and site visit reports (if any) and may pull applications from the review process for being ineligible or incomplete, for having significant discrepancies between the site visit report (if applicable) and the content of the application or if the organization has experienced significant organizational change since the application was submitted.

## **Panels**

Applications are reviewed by panels which consist of Commissioners and members of the community representing diverse cultures, occupations and artistic disciplines.

## **Appeals**

Applicants have the right to appeal the rank assigned to them by the panel if their appeal meets the eligibility requirements.

## **Funding Committee Review**

After applicants have been given an opportunity to appeal a ranking decision, ranks are finalized and awards are calculated. The Commission's Funding Committee reviews the ranks and a funding scenario prepared by staff. Applicants receiving the highest ranks receive the highest percentage of their request, applicants at the next level receive a lesser percentage, and so on, until available funding is exhausted.

## **Commission Review**

The Funding Committee will submit a funding recommendation to the Commission's Executive Committee, then to the full body of the Commission.

## **Mayor and City Council Approval**

The final approval of the funding recommendation is the responsibility of the Mayor and City Council; this approval takes place during the City Council's budget deliberations.

## **Award Notification**

After the Mayor and City Council have approved the Commission's funding recommendations, staff will notify each applicant by mail or electronically.

## **Steps after an award is offered**

### **Contracts Workshop**

Early in the fiscal year, staff will conduct a workshop to instruct award recipients what is required to complete a contract with the City. At this workshop, contracts will be distributed to attendees. Contracts will be mailed to organizations that did not attend the workshop. The contract includes terms and conditions and the organization's scope of work and budget. The City reserves the right to reduce or terminate for convenience any and all contracts.

### **Requesting Funds**

1. CCSD funding is provided through a contract for service process.
2. All funds are awarded on a cost reimbursement basis. There can be no payment in advance.

3. Requests for payment shall be submitted no more than one (1) time per three-month period unless approved by the Contract Administrator.
4. Submission of a Request for Payment form is required.
5. Documentation of expenses and match may be required.
6. Payments may be withheld until all prior year and/or current year requirements are met. Failure to comply with City financial disclosure requirements may negatively impact your rank and may cause the withholding of current or future funding until all financial disclosure documents are received.

### **Final Performance Reports**

The Final Performance Report details how the program objectives outlined in the contract were met and how they were measured. Final reports are due within 90 days after the contract's closing date.

## **Eligibility & Other Requirements**

To be eligible, the applicant organization must meet the following requirements derived in part from Council Policy 100-03:

### **Nonprofit Status**

All applicants, including fiscal sponsors, must demonstrate proof of nonprofit tax-exempt status under Section 501(c)(3) or 501(c)(6) of the Internal Revenue Code.

### **Track Record**

The applicant must have a three (3) year history of ongoing arts and culture programming within the City of San Diego prior to the application deadline. The proposed project, however, may be a new one for the applicant.

### **Location**

The proposed project must take place within the City of San Diego.

### **Matching Requirements**

All successful applicants must provide a \$2 or \$3 (depending on project budget size) cash match for every \$1 the City provides. The cash match may be from private contributions, other local, state or federal government or earned income. Commission funding cannot be used as a cash match.

### ***Project Budgets greater than \$30,000***

Applicants with project cash expenses over \$30,000 must be able to match City funding at a 3:1 ratio: for every \$1 the City invests, the applicant must match that support with \$3 in cash funding.

### ***Project Budgets of \$30,000 or less***

Applicants with project cash expenses of \$30,000 or less must match City funding at a 2:1 ratio and up to 50% of the match may consist of in-kind donations.

**Sources of Cash Match** The cash match may be from private contributions, other government sources or earned income. City funding cannot be used as a cash match.

Applicants are strongly encouraged to request the maximum that they are allowed to request.

### **State of California Good Standing**

Applicants must be in good standing with the Secretary of State, the Attorney General and Franchise Tax Board. All required filings must be current and the status of the corporation must be active. "Active" status means that your corporation has not been dissolved, suspended, surrendered or forfeited.

### **Debarment Status**

Any organization debarred from entering into contracts with any government entity cannot enter into a contract with the City of San Diego.

### **City of San Diego Good Standing**

Current and former contractors must have submitted all required paperwork by the applicable deadlines. Examples of required paperwork include current contract initiation components (Exhibit A, insurance documents, etc.) and acceptable Final Report packages on completed CCSD contracts. Review panels will be provided with and instructed to give consideration to information related to applicants not in compliance with current and/or prior contracts. In addition, organizations awarded funding are subject to forfeiture of their award if all contract requirements are not submitted by the deadline(s) set forth in the award letter and/or contract.

### **Dun & Bradstreet Data Universal Numbering System (DUNS) Number**

Applicants are required to have an active DUNS number.

For more information:

(866) 705-5711

[http://www.dnb.com/US/duns\\_update/index.html](http://www.dnb.com/US/duns_update/index.html)

### **Limitation on Applying for Transient Occupancy Tax (TOT) Funds**

Organizations applying to the City for TOT funds may submit only one application per year. Possible sources of TOT funding include the Commission's two programs (CCSD and OSP) and programs administered by the Financial Management Department and the Community and Economic Development Department.

### **Council Policy 100-04 (Americans with Disabilities Act)**

Contractors will comply with Council Policy 100-04, adopted by Resolution No. 282153 relating to the federally mandated Americans with Disabilities Act (ADA). Contractors and subcontractors will be individually responsible for their own ADA program.

### **Council Policy 100-17 (Drug-Free Work Place)**

Contractor agrees to comply with Council Policy 100-17, which establishes that all City contractors must provide a drug-free work place and a drug education program for all employees.

### **Title VII (Non-Discrimination)**

Contractors will comply with Title VII of the Civil Rights Acts of 1964, as amended; the California Fair Employment Practices Act; and any other applicable federal and state laws and regulations hereinafter enacted, as well those requirements addressed by the City's Non-discrimination in Contracting Ordinance (Municipal Code Section 22.3401-22.3417).

### **Fair Labor Standards**

Applicants must comply with Fair Labor Standards and compensate professional performers, artists and other personnel at the prevailing local compensation level.

### **Equal Benefits Ordinance**

Applicants must comply with the City's Equal Benefits ordinance which requires employers to offer the same employment benefits to employees with spouses and employees with domestic partners.

### **Visual Art in Public Places**

Proposals for such projects, both permanent and temporary, must follow the Public Art Program policies and procedures.

### **Acknowledgement of City Funding**

All organizations awarded funding through the CCSD program must acknowledge the City of San Diego Commission for Arts and Culture according to guidelines set forth in the Commission's Acknowledgement Policy. Copies of this document are available from the [website](#).

### **Financial Statements**

Financial disclosure information is required of all funding recipients. Organizations receiving funding shall provide the Commission, each year, copies of true, accurate and complete financial disclosure documentation evidencing the financial status of the organization's last complete fiscal year within 90 days of the end of that fiscal year.

### **Audits**

If City funding is \$75,000 or greater, audited financial statements must be prepared in accordance with generally accepted accounting principles (GAAP) and audited by an independent Certified Public Accountant, in accordance with generally accepted auditing standards (GAAS).

### **Use of a Fiscal Sponsor**

If the applicant does not have nonprofit status, but meets all other requirements, it may apply using a nonprofit in good standing as the fiscal sponsor. The guidelines below provide Commission eligibility requirements as well as general information regarding the relationship, liabilities and legal and tax reporting requirements of a fiscal sponsor/sponsored applicant agreement. For more specific instruction, fiscal sponsors and their sponsored applicant should seek legal counsel and accounting advice to determine how best to structure their business relationship.

#### **Legal**

The fiscal sponsor must comply with the same legal requirements met by the nonprofit applicant.

#### **Location**

The fiscal sponsor must be based in San Diego County.

#### **Relationship**

The sponsored applicant must become employees or volunteers of the fiscal sponsor for the duration of the project. Project expenses must be paid directly by the fiscal sponsor to vendors and suppliers. All activities performed by the project personnel, including writing grant proposals or requesting donations, will be done so on behalf of the fiscal sponsor. All funds raised are the property of the fiscal sponsor.

#### **Duration**

No project will be funded through the use of a fiscal sponsor for more than three years.

### **Liabilities**

Because the project is being conducted on behalf of the fiscal sponsor, the project activities create the same liabilities for the fiscal sponsor as would any other program. The fiscal sponsor is liable for the actions and omissions of the project personnel – whether employees or volunteers - within the scope of their project work. If the project has unpaid bills, borrows money, injures someone, damages property, infringes someone’s copyright, or undertakes the obligation to supply goods or services to others – all these are the fiscal sponsor’s liabilities.

### **Tax Reporting**

Depending on the commitments made to grantors and donors, the fiscal sponsor may be required to treat money designated for the project as a restricted fund on its financial records and on its Form 990 return. Payroll tax returns must also be filed for employee compensation.

## **Insurance Requirements**

All Contractors must maintain the following:

### **Commercial General Liability Insurance**

\$1,000,000 per occurrence; \$2,000,000 aggregate.

A separate Additional Insured Endorsement page (CG 2010, CG 2026 or equivalent) naming the City of San Diego, its respective elected officials, officers, employees, agents and representatives as additional insured on your insurance should be referenced on the ACORD certificate and endorsement page and should be submitted as well.

### **Auto Liability Insurance**

\$1,000,000

A separate Additional Insured Endorsement page naming the City of San Diego, its respective elected officials, officers, employees, agents and representatives as additional insured on your policy should be referenced on the ACORD certificate and endorsement page and should be submitted as well.

In the event that a Contractor does not currently own any vehicles AND the contractor has obtained, and shall maintain during the term of the Agreement, automobile insurance coverage for “hired autos” and “non-owned autos,” the contractor may complete and submit an “Auto Declaration Form” and is not required to purchase “Any Auto” automobile insurance. This form is available from the website.

### **Workers’ Compensation Employer’s Liability Coverage**

\$1,000,000 in coverage for all staff employed under the agreement

A separate Certificate waiving the Right of Subrogation should be referenced on the ACORD certificate and Right of Subrogation page should be submitted as well. Note: State Fund Right of Subrogation will not appear on the ACORD certificate.

If a contractor has no paid employees, the contractor may complete and submit a “Workers’ Compensation Waiver.

Contracts will not be signed by City of San Diego officials until all insurance requirements are in place. Contact Teresa Monillas, contracts coordinator, for more information about insurance requirements: [tmonillas@sandiego.gov](mailto:tmonillas@sandiego.gov) or 619-236-6803.

## What We Do Not Fund

Under these guidelines, funding is not available for:

### Ineligible Applicants

- Universities, community colleges, school districts, and private educational enterprises
- Organizations whose primary purpose is grant making
- Commercial (for-profit) enterprises
- Organizations that receive TOT funds through the City's "Economic Development" categories as defined in Council Policy 100-03. These include funds administered by the Financial Management Department and the Community and Economic Development Departments
- Individuals

### Ineligible Expenses

- Anything occurring outside the applicable fiscal year
- Programs not accessible to the public
- Programs not accessible to people with disabilities
- Travel, meals, lodging or entertainment expenses
- Hospitality or food costs
- Capital or equipment outlay
- Competitions, contests, pageants or awards programs to honor or recognize achievement including awards, trophies, or gifts
- Uniforms
- Programs with religious, sectarian or political purposes
- Activities taking place in schools, during normal school hours unless they are part of a broader project that includes out-of-school activities
- Activities that are the curricula base of schools, colleges or universities
- Trust or endowment funds
- Cash advances, deposits or the replacement of deficit funds
- Ticket subsidy programs

## How Awards are Determined

### Step 1: Panel Review

A Commission Advisory Panel (CAP) composed of community experts and Arts and Culture Commissioners reviews CCSD applications at meetings that are open to the public. The panelists evaluate all applications individually and as a group. The following factors may influence a panelist's rankings:

- Completeness, accuracy and overall quality of the application
- Current and past contractual performance (if applicable)
- Quality of the responses to the review criteria, previous panel comments and other sections
- Project budget and how accurately it supports the project goals and objectives
- Quality of the required and non-required support materials

The application review process takes place in two rounds. In Round One, panelists vote according to a four-point ranking system described below. The ranks are then averaged for an initial score. In Round

Two, applicants are clustered by rank from the highest to lowest rank. Rank adjustments may take place when the panel finds an applicant out of place within the cluster. Panel comments and rank recommendations will be mailed to applicants. The applicant may appeal its rank if it meets one of the criteria.

### **Four Point Ranking System**

The Ranks of 4

(4 and 4-)

The ranks of 4 and 4- designate an applicant as the highest priority for funding. Applications ranked “4” are considered to be “model” in stature; and given the nature of the arts discipline or genre, and the resources of the community, etc. meet all the review criteria to the highest degree possible.

If there are no “model” applications, no “4” rankings should be given; this is not a grading curve but a rarefied achievement of near perfection given the criteria.

The Ranks of 3 (3+, 3 and 3-)

The ranks of 3 (3+, 3 and 3-) are considered good. Some improvements or development are needed.

The Ranks of 2 (2+, 2 and 2-)

The ranks of 2 (2+, 2 and 2-) are considered marginally fundable. Funding, if available, may be awarded once all the “4” and “3” ranked applications are awarded funding. These applications have some merit, but do not meet the criteria in a strong or solid way.

The Rank of 1

The rank of 1 is not fundable under any circumstance; inappropriate for Commission support, extremely marginal in quality, etc. This application would not receive funding even if the funding were available. Ineligible applications, such as those submitted after the deadline or with incomplete information, will not be reviewed by the CAP, but will receive a rank of “1”.

Ranks and Funding

No rank is assured of funding. In any given year, the Commission may recommend to fund ranks of, for example, 2+ or better, 3- or better, 3 or better, etc.

Recommendations are not final until they have been approved by the Mayor and City Council.

### **Step 2: Appeals Process**

(if necessary)

Written appeals may be made after the preliminary ranking and notification period. In a public hearing, the Commission’s Executive Committee considers appeals and makes recommendations to the full Commission.

Comments from the panels will be divided into two categories :

1. Material comments are those comments that evaluate the extent to which an applicant has met one or more of the stated criteria. These comments impact the rank a panelist assigns to an application.
2. Non-material comments do not directly evaluate the extent to which one or more criteria have been met. These comments might be suggestions related to how an applicant might improve or

they might be questions asking for clarity or for additional information in a subsequent application. These comments may not be used by a panelist in the assignment of a rank.

Applicants will be permitted to appeal material comments only that they can prove are incorrect given what was submitted in the application.

Applicants may also appeal a rank if they can prove one or more Commission staff errors that negatively influenced the panel's evaluation of the applicant's request for funding.

Note: Dissatisfaction with an application's denial or ranking is not sufficient grounds for an appeal. The appeals process is not a forum for correcting information that was incorrectly stated in, or omitted from, the application.

### **Step 3: Calculation of Funding**

The Commission uses a formula to determine funding recommendations. The formula includes guidelines such as:

- Applicants receiving the highest ranks receive the highest percentage of their request, applicants at the next level receive a lesser percentage, and so on, until available funding is exhausted.
- Funding to a single organization will not exceed 10% of total available funds.
- New or returning applicant funding may be adjusted to 50% of the computed allocation the first year and 75% the following year.
- When an allocation computes to less than \$1,500, awards may be increased to a \$1,500 minimum.
- Overall decreases and increases may be capped.

### **Step 4: Funding Committee**

After the appeals process has been completed, final ranks and funding calculations are forwarded to the Commission's Funding Committee for review. The Funding Committee makes funding recommendations based on panel rankings and other criteria determined by the Commission.

### **Step 5: Executive Committee**

The Funding Committee's recommendations are reviewed by the Commission's Executive Committee which then forwards its recommendations to the full Commission.

### **Step 6: Full Commission**

The full Commission reviews the entire process and makes its recommendations to the Mayor and City Council.

### **Step 7: Mayor and City Council**

The Mayor and City Council have the final responsibility for approving all funding.

### **Contingent Nature of Funding**

In the event that funding for CCSD is reprogrammed or reappropriated in whole or in part, upon recommendation by the Mayor and approval by the City Council, funding may be terminated or reduced.



## **Panel Handbook**

A complete description of the panel review process and of the Funding Committee is located in the Commission [Panel Handbook](#).

## **Amount You May Request**

### **Project Budgets greater than \$30,000**

An applicant in this category may request one fourth (25%) of the proposed project's cash expenses.

### **Project Budgets of \$30,000 or less**

An applicant in this category may request one third (33.3%) of the proposed project's cash expenses, and it must be able to demonstrate an amount equal to its request in cash contributions. The maximum amount that an organization with a project budget less than or equal to \$30,000 could request would be \$10,000. Either one of the following scenarios is acceptable:

- The organization could match that \$10,000 with \$20,000 in cash. OR
- The organization could match that \$10,000 with a minimum of \$10,000 in cash and the remainder (up to \$10,000) in in-kind contributions.

**Link to Online Application:** <https://sandiego.cgweb.org/>

## **Long Form Application Checklist**

- Online Application
- Required Attachments – Attach to Work Samples page
  - ✓ Key Staff and Volunteers Roster and Short Bios
  - ✓ Board Roster (and/or project planning committee) and Short Bios (voting members clearly indicated and dated)
  - ✓ Articles of Incorporation (new applicants only)
  - ✓ Certificate of Tax-Exempt Status (new applicants only – attach to Eligibility Page)

## **Non-required Attachments (attach to Work Samples page)**

Applicants are highly encouraged to support and substantiate statements made in the Review Criteria Narrative with credible, relevant and current documentation, such as:

- Program information, such as festival maps and brochures, teacher guides, student guides, sample curricula or lesson plans, sample evaluation instruments (no more than 3 samples)
- Marketing Plan and up to 3 samples of marketing materials – especially helpful for applicants planning to use their CCSD funds for marketing
- Recent critical reviews or feature articles (no more than 3 clippings, no older than 3 years (10 years for national publications) with dates clearly indicated
- Support letters (no more than 3; no older than 3 years)
- Digital versions of programs or brochures (no more than 3 samples)
- Selections from and/or images of publications
- Audio-visual materials

## Websites

Applicants that would like panelists to view sections of their website in support of comments made in the narrative should do the following:

1. At a maximum of three places in the narrative where an applicant believes a page of the website will provide added value to an understanding of that section, in parentheses type: (Website Example 1, Website Example 2, Website Example 3). Of course, when you do this, you're only typing one "Website Example #" at a time. So the first time, you have a website example, you'll type (Website Example 1). The second time you have a website example, you'll type (Website Example 2), and for your third example, you will type (Website Example 3).
2. Create a pdf document in the Work Samples Page of the application and title it "Links to Website." In that document, you may identify a maximum of three specific web addresses, a brief description of what will be found there, and a brief description of why the referenced website section is relevant to a better understanding of the narrative section. Panelists have the option to view websites or not, so applicants should not use their website examples as a substitute for complete narrative answers.
3. Attach that document to your application using the "Work Samples" Page.
4. PLEASE NOTE: If you send a reader to a page that they have to download in order to read or view (as opposed to a webpage), the size of that file will be included in your 250 MB total. Do not do this. The purpose of this supplemental support option is to feature your website – not to take the reader to documents, images or other files on your website that must be "opened" to view.

## Short Form Application Checklist

- Short Form Eligibility
- Project Details
- Budget Expenses 3 Years
- Overhead Details
- Contacts

Contact Gary Margolis if you have questions: [gmargolis@sandeigo.gov](mailto:gmargolis@sandeigo.gov)

## Definitions

### Access

Efforts which enable and encourage individuals to take advantage of arts and culture programs that they may not otherwise participate in due to economic, physical or geographic constraints or cultural differences.

### Applicant

An eligible, legally constituted nonprofit organization responsible for implementing the project according to the terms of the contract. Fiscal responsibility may default to the fiscal sponsor when the applicant has not acquired tax-exempt status. Applicants become “Contractors” after an Agreement is approved.

### Artistic Expenses

Art is usually designed to represent ideas and emotions, in a manner that triggers a degree of reflection on the part of audiences or spectators. Art may carry some level of risk, in that it is not always created to appeal to the largest number of people. Art includes (but is not limited to) dance, design, folk art, literature, media arts, music, opera, musical theatre, theatre and visual arts. As applied in the funding process, art is the development and presentation of artistic elements in a manner that reflects levels of quality, accessibility, diversity and financial stability.

### City Council District

There are eight (9) City of San Diego Council Districts. Your project or event must occur in one or more Council District(s). Refer to the City Council website to find the City Council District where your project occurs. <http://www.sandiego.gov/citycouncil/>

### Community

Community describes a unit of social organization based on some distinguishing characteristic of affinity: proximity (the North Park community), belief (the Jewish community), ethnicity (the Latino community) profession (the medical community) or orientation (the Gay community).

### Culture

Culture in its broadest, anthropological sense includes all that is fabricated, endowed, designed, articulated, conceived or directed by human beings, as opposed to nature. Culture includes both material elements (buildings, artifacts, etc.) and immaterial ones (ideology, value systems, and languages).

### Cultural Tourism

Travel with a primary purpose to experience the arts, heritage, cultures, or special character of a place. A tourist, in general, is a person who travels more than 50 miles to visit San Diego or a person who pays a Transient Occupancy Tax.

### Diversity

Diversity refers to differences in race, gender, ethnicity, age, socioeconomic class, religion, sexual orientation, skills and abilities, and politics among other qualities. It can be described in a multitude of ways, some less visible than others. This by no means excludes a particular category. “Cultural diversity” can be described as the values, practices, patterns and customs of a group of people or society.

#### Ethnic

Groups within a cultural and social system that claim or are accorded distinction on the basis of variable religious, linguistic or ancestral characteristics.

#### Fiscal Sponsor

A nonprofit, tax-exempt organization that chooses to support a nonexempt project financially by receiving funds from a private foundation, a government agency, or tax-deductible donation and passing them on to the project.

#### General Operating Costs

Costs associated with overhead or administrative costs that cannot be readily identified and /or assigned to a specific project or function. The Commission generally disapproves of non-project-specific (general operating) expenses and/or fiscal agent fees in excess of 10% of the project budget.

#### In-kind contributions

In-kind contributions are the value of services donated to the applicant as volunteer staff time or goods and services donated by vendors at no cash expense to the applicant.

#### Neighborhood

The geographically defined area within the City of San Diego where programs and services are provided and outreach activities are targeted. The boundaries of neighborhoods are sometimes better defined by neighborhood residents than by police or city maps.

#### Outreach

Outreach activities expose the broadest sector of the community to arts and culture programs and services. It means getting to know the sectors (youth, seniors, disabled, ethnic groups), what their interests may be and how to engage them in the work of the project.

#### Participants

The direct recipients and users of the project activities: youth and their parents, seniors, the homeless, apprentice artists, etc. "Participants" should not be confused with "audiences or visitors" - people who may attend Creative Communities San Diego activities or culminating events as guests, but are not actively engaged in the project.

#### Project

The arts and culture activity proposed by the applicant for funding; it should address the outcomes of the Creative Communities San Diego program.

Eligible projects are typically one or a series of events united by a single theme or purpose and typically of limited duration. Applicants should be careful not to try to make general operations look like a project or to define a project too broadly. Applicants should consult with staff to confirm that their proposed activity qualifies as a project if they have any doubts.

Applicants should carefully describe who the project serves, how and what services it provides and who the primary service providers are. Do not assume that the name of the project and the names of the fiscal sponsor, community partners and/or applicant organization are sufficient to define a project.

#### Project-Specific Costs

Costs which can be identified and assigned to a specific project activity. These include expenses for personnel directly assigned to the project such as artistic/entertainment, administrative/professional, technical production, etc. Direct costs may also include operating costs specifically associated with the project such as the rental of outside facilities, postage, materials and supplies.

#### Quality

Quality is the result of high intention, sincere effort, intelligent direction and skilful execution; it represents the wise choice of many alternatives.

#### Tourist

In general, a tourist is a person who travels more than 50 miles to visit San Diego or who travels to San Diego from Mexico, or a person who pays a Transient Occupancy Tax.

#### Vendor

A vendor is a person or an organization that provides goods or services to the general public as a feature of your project. For example, the business that sells popcorn at your Arts Festival is a vendor for the purposes of this application, but the business that sells you signage for the event is not.

*The City of San Diego Commission for Arts and Culture receives financial support for some of its programs from the National Endowment for the Arts and the California Arts Council.*